

INTERNATIONAL BUSINESS - 2024/5

Module code: MAN2096

Module Overview

This module focuses on key and latest topics in International Business in the context of the global economy. It first introduces students to the apparent globalization phenomenon and the 'hidden' role of international businesses. It then highlights the national differences across countries. It also looks at how these differences impact on industry and firm competitiveness in the international marketplace. The module also emphasizes the importance of firm internationalization in terms of three areas: Motivations, Decisions, and Processes, in light of the national and industry conditions. Finally, the module introduces students to the managerial strategies and organizational structures that international firms typically adopt to compete effectively in the global marketplace, as well as the future directions that these firms are likely to take. It is expected that students will bring the knowledge gained from this module with them to other subsequent modules whereby International Business plays an important and relevant part.

Module provider

Surrey Business School

Module Leader

ZHAO Shasha (SBS)

Number of Credits: 15

ECTS Credits: 7.5

Framework: FHEQ Level 5

Module cap (Maximum number of students): N/A

Overall student workload

Independent Learning Hours: 84

Lecture Hours: 22

Seminar Hours: 11

Guided Learning: 11

Captured Content: 22

Module Availability

Semester 1

Prerequisites / Co-requisites

None

Module content

Indicative content includes:

- Background to International Business
- National environmental differences
- Industry competitiveness
- Motivations of firm internationalization
- Decisions of firm internationalization
- Process of firm internationalization
- Strategic management of international operations
- Strategy for global innovation
- The role of emerging economies
- Future of international business

Assessment pattern

Assessment type	Unit of assessment	Weighting
Coursework	Group Presentation	40
Coursework	Individual discourse essay	60

Alternative Assessment

Individual assignment (where a student is not able to take part in group activity): An online or recorded 5 minutes presentation

Assessment Strategy

The assessment strategy is designed to provide students with the opportunity to demonstrate:

- knowledge of the political, economic and cultural differences among countries and their impact on international business,

- knowledge of the models, concepts and theories related to international business,
- an ability to apply the knowledge on country differences and theoretical frameworks to real international business contexts,
- an ability to identify and critically evaluate strategic issues and dilemmas that managers face when doing business in the global marketplace,
- an ability to apply the theory in a critical and constructive way in order to solve strategic issues and/or balance strategic dilemmas in an international business context.

Thus, the summative assessment for this module consists of:

- Group Presentation, (addresses learning outcomes: 1, 2 and 3)
- Discursive Essay, (addresses learning outcomes: 1, 2 and 4)

Formative assessment

We will provide students with feedback in weekly tutorials, where a variety of exercises, such as case studies and assessment workshops. Collectively, these exercises will prepare students for their assessments.

Feedback

There are dedicated slots during seminars throughout the module to provide students with informal feedback on their progress and assessment preparations.

Module aims

- develop a solid theoretical understanding of International Business theories, models, and concepts
- develop analytical skills for assessing internal and external environmental conditions of international firms
- recognise the reasons behind the success or failure of international firms in international markets.

Learning outcomes

		Attributes Developed
001	Analyse the complexities and diversities in international business environment	C
002	Apply key theories and concepts from International Business	KC
003	Analyse the motivations, decisions, and processes of firm internationalization	PT
004	Evaluate key firm success factors that are necessary to competing in a global marketplace	KPT

Attributes Developed

C - Cognitive/analytical

K - Subject knowledge

T - Transferable skills

P - Professional/Practical skills

Methods of Teaching / Learning

The learning and teaching strategy is designed to allow students to develop the necessary theoretical knowledge and ability to apply to international business scenarios.

It sits very well within the programmes and the department as International Business is an interdisciplinary field that cuts across almost all business and management fields. It thus allows students to integrate subject knowledge into understanding the complex international business environment and firms' action. This allows the development of critical thinking and analytical skills. Specifically, International Business is a business and management module focusing on organisations with activities across national borders.

As more firms nowadays are engaged in international business and as they are playing an increasingly important role in national and international economies, understanding international business and its management has become imperative for all business students who wish to prepare themselves for the future challenges. International Business is an interdisciplinary subject, drawing knowledge from different fields including economics, strategic management, sociology, marketing, and human resource management. The module will provide an opportunity to integrate what students have learned from other modules and apply them to issues and problems faced by international businesses.

This module is theoretical as well as practical oriented, aiming to improve students' analytical, problem-solving, and critical thinking skills, and to facilitate the development of employability once graduated. To achieve this, case study method will be used as a major learning and assessment tool to facilitate learning of both theoretical and applied knowledge.

Indicated Lecture Hours (which may also include seminars, tutorials, workshops and other contact time) are approximate and may include in-class tests where one or more of these are an assessment on the module. In-class tests are scheduled/organised separately to taught content and will be published on to student personal timetables, where they apply to taken modules, as soon as they are finalised by central administration. This will usually be after the initial publication of the teaching timetable for the relevant semester.

Reading list

<https://readinglists.surrey.ac.uk>

Upon accessing the reading list, please search for the module using the module code: **MAN2096**

Other information

In this module, the following three pillars are covered:

Global and cultural capabilities: Students are exposed to knowledge on global diversity and how to manage and respond to differences and unfamiliar environments or situations.

Employability: Students develop skills in the area of critical thinking, analytical, presentation and writing in the relevant context of global business, through case studies and business report writing. A mini-consultancy project competition is provided for students to develop the best business proposals for a real company.

Sustainability – Students are exposed to sustainability issues and the role of multinational corporations in the module, where there is a designated lecture and seminar for it.

Programmes this module appears in

Programme	Semester	Classification	Qualifying conditions
Accounting and Finance (Dual degree with SII-DUFE) BSc (Hons)	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Accounting and Finance BSc (Hons)	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management (Marketing) BSc (Hons)	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management and French BSc (Hons)	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management and Spanish BSc (Hons)	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management BSc (Hons)	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management with Entrepreneurship and Innovation BSc (Hons)	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management with Human Resource Management BSc (Hons)	1	Optional	A weighted aggregate mark of 40% is required to pass the module
International Business Management (Dual degree with SII-DUFE) BSc (Hons)	1	Compulsory	A weighted aggregate mark of 40% is required to pass the module
International Business Management (SII DUFE) BSc (Hons)	1	Compulsory	A weighted aggregate mark of 40% is required to pass the module
International Business Management BSc (Hons)	1	Compulsory	A weighted aggregate mark of 40% is required to pass the module

Please note that the information detailed within this record is accurate at the time of publishing and may be subject to change. This record contains information for the most up to date version of the programme / module for the 2024/5 academic year.